



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20603

For Immediate Release

NEW INDUSTRY CLASSIFICATION SYSTEM INTRODUCED

What am I
gonna do now?



Get the Scoop from the Experts--June 19, 1998

SIC Codes are Out

.....**NAICS is In!**

NAICS is expected to affect:

Government data	Local zoning
Business Insurance rates	FTC statutes
Environmental regulation	Tax codes

The NAICS system--the North American Industry Classification System (NAICS)--will replace the separate classification systems of the United States, Canada, and Mexico.

In the United States, NAICS will replace Standard Industrial Classification (SIC) codes, a system that has been used since the 1930s. Better than in the SIC system, under NAICS, similar production processes are grouped together and defined as an industry.

Over 350 new industries and 9 new service sectors are identified. New sectors include software publishing, hazardous waste collection, pet care, and telemarketing. **What is important about the NAICS system is that it redefines how businesses are grouped for government reporting and regulation.**

ABAG invites you to learn about:

- How NAICS will work
- Which data will employ NAICS
- What bridge will connect NAICS and SIC Codes
- 1997 Economic Census and the transition to NAICS
- County Business Patterns implementation of NAICS
- NAICS incorporation into California data series

Friday, June 19, 1998

9:30 am to 12:30 pm

MetroCenter Auditorium

101 Eighth Street, Oakland

across from Lake Merritt BART

Why is NAICS important?

SIC codes are used to analyze the national and local economies, and as the economy has moved into the information age SIC codes did not keep up with a changing way of doing business. With NAICS, companies will have better data for decision-making, local governments can use the new categories to define allowable uses, and insurance companies can use the new system to more accurately define rate structures.

The main presenter will be Bruce Goldhirsh, the Census Bureau expert on NAICS. This is the only planned visit to the West Coast by Mr. Goldhirsh to explain the transition. After the event, he will answer individual questions.

**New & Improved
Classifications**

Software Publishing
Database Retrieval
Cable Broadcasting
Cellular Communications
Waste Management/Remediation
Health Care & Social Assistance
Arts, Entertainment, Recreation
Video & Sound Recording
Accommodation/Food Services
Online Services
Fiber Optic Cable Manufacturing
Satellite Communications

NAICS ACCORDING TO THE EXPERTS

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NAICS Workshop
ABAG
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